

Announcement 4/21/16

Gerber announces three changes – discontinuing Gerber Graduates Soy, introduction of Stage 3 Gerber Good Start Soy, and transitioning to non-GMO ingredients

Contact: Karen Henry

Discontinuation of Gerber Graduates Soy

Gerber has announced they are discontinuing their soy toddler formula Gerber Graduates Soy. It will stop being manufactured next month (April) but will likely remain available several months afterward. This had been on our rebate contract but fortunately we currently only have 10 participants on the product in the state. Only four agencies have clients on this formula. Within the next couple days, the directors of agencies that have clients on this product will be notified with client info so that the clients can be informed that they will likely stop seeing the product in upcoming months. These participants can ask their physician if the Enfamil Toddler Transitions Soy is a suitable substitute. With a soy toddler contract formula no longer available (the Gerber Graduates Soy), the Enfamil Toddler Transitions soy will be an option without State Approval. If you have clients with new prescriptions for Gerber Graduates Soy, please inquire with the client's physician if the Enfamil Toddler Transitions Soy is a possible substitute. The physician form on the web is additionally in the process of being updated on azwic.gov.

New Stage 3 Gerber Good Start Soy

Additionally later this year, Gerber is coming out with a replacement for the Gerber Graduates Soy. It will have limited retail distribution during the 2016 launch period. Not many details are available on this product yet, but will give more info once it becomes available.

Gerber Good Start line changing to non-GMO ingredients

Additionally, Gerber has announced they are transitioning their Gerber Good Start line (including Good Start Gentle, Good Start Soothe, and Good Start Soy) to contain only non-genetically engineered ingredients (non-GMO).

Attached is the official announcement from Gerber on these changes.
Thank you.

Gerber

12 Vreeland Road • Box 697
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Tina Ewing
Director, WIC Business Strategy



February 18, 2016

Re: GERBER® INFANT FORMULA PORTFOLIO UPDATES

To our valued WIC partner:

We are pleased to announce the following enhancements to the Gerber® Infant Formula portfolio:

1. GERBER® GRADUATES® SOY INFANT & TODDLER FORMULA DISCONTINUATION

Effective April 2016, Gerber® Graduates® Soy formula will be discontinued. While we will no longer be producing these specific products, we anticipate that Gerber® Graduates® Soy will remain available at store shelves on a customer-by-customer and location-by-location basis for several months as the remaining inventory flows through the distribution network.

Gerber® Graduates® Soy formula is designed for older infants and toddlers 9-24 months. For participants who are 9-12 months and currently being provided Gerber® Graduates® Soy, we recommend a switch to Gerber® Good Start® Soy. Please note that Gerber Good Start® Soy infant formula is nutritionally appropriate for infants 0-12 months.

See Attachment 1 for reference.

2. INTRODUCTION OF STAGE 3 GERBER® GOOD START® SOY INFANT & TODDLER FORMULA

As part of a portfolio innovation, the following Gerber® Good Start® formula will be introduced in 2016:

- Stage 3 Gerber® Good Start® Soy Powder Infant & Toddler Formula
 - For infants and toddlers with milk or lactose intolerance 9 to 24 months
 - Reconstituted fluid ounces: 170
 - UPC: 50000-67580

Please note that this product may have limited retail distribution during the 2016 launch period.

3. GERBER® GOOD START® INFANT FORMULA PORTFOLIO TRANSITION TO NON-GMO INGREDIENTS

The Gerber® Good Start® portfolio has transitioned to a line of full-term infant formulas that are not made with genetically engineered ingredients (non-GMO). These non-GMO formulas can be easily identified by the new labels. See Attachment 2 for reference.

We are proud to be the first and only manufacturer to provide WIC participants with infant formulas not made with genetically engineered ingredients.



4. GERBER® GOOD START® INFANT FORMULA PORTFOLIO LABEL UPDATE

As previously communicated, Gerber® Good Start® infant formulas have undergone label enhancements. These changes are occurring on a flow-through basis (SKU-by-SKU). The label transition has already begun, and will continue for the months to come.


The UPCs on Stage 1 Gerber® Good Start® Gentle, Gentle for Supplementing, Soothe and Soy formulas have remained the same, thus both the old and new labels are redeemable through WIC vouchers/EBT during this transition period. See Attachment 2 for reference.

For questions, please contact Ms. Jennifer Redington (Jennifer.Redington@us.nestle.com or 214-683-9572) 8am-5pm EST M-F. Thank you for your continued support and partnership.


Sincerely,

Tina Ewing
Director, WIC Business Strategy

Attachment 1

Discontinued Products			
Product Description	Thumbnail	UPC	Reconstituted Fl Oz
Gerber® Graduates® Soy Powder Infant & Toddler Formula (24oz)		50000-63021	170



Recommended Replacement			
Product Description	Thumbnail	UPC	Reconstituted Fl Oz
Stage 1 Gerber® Good Start® Soy Powder Infant Formula (12.9oz)		50000-35304	91 fluid ounces

Attachment 2

Product Description	Old Label	New Label	UPC	Status
Stage 1 Gerber® Good Start® Gentle Powder Infant Formula			50000-21667 (no change)	Available now
Stage 1 Gerber® Good Start® Gentle Concentrated Liquid Infant Formula			50000-21671 (no change)	Available now
Stage 1 Gerber® Good Start® Gentle Ready-to-Feed Infant Formula			50000-56871 (no change)	Available now
Stage 1 Gerber® Good Start® Gentle for Supplementing Powder Infant Formula			50000-62550 (no change)	Available now
Stage 1 Gerber® Good Start® Soothe Powder Infant Formula			50000-62400 (no change)	Available now
Stage 1 Gerber® Good Start® Soy Powder Infant Formula			50000-35304 (no change)	Available now
Stage 1 Gerber® Good Start® Soy Concentrated Liquid Infant Formula			50000-34581 (no change)	Available now
Stage 1 Gerber® Good Start® Soy Ready-to-Feed Infant Formula			50000-35355 (no change)	Available now